

Message Text

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ACTION EUR-12

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R 160440Z DEC 76
FM AMEMBASSY STOCKHOLM
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AMEMBASSY COPENHAGEN
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AMCONSUL GOTEBOG

UNCLAS STOCKHOLM 6861

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: PRODUCT THEME RECOMMENDATION: CLIMATE CONTROL

REF: CERP 1217

1. STC HAS CONSULTED VARIOUS PRODUCERS, USERS AND AGENTS FOR HEATING, COOLING AND VENTILATION EQUIPMENT IN SWEDEN TO ELICIT OPINIONS AND BACKGROUND ON FEASIBILITY OF CONDUCTING AN EXHIBITION OF US PRODUCTS IN THIS AREA. ALTHOUGH IT CANNOT BE DESCRIBED AS ONE OF THE HIGHEST POTENTIAL AREAS, THERE IS CERTAINLY SUFFICIENT EVIDENCE OF OPPORTUNITY FOR US EXPORTERS TO JUSTIFY CONSIDERATION AND RESEARCH OF THE MARKET.

2. THEME "CLIMATE CONTROL FOR HOME, OFFICE AND INDUSTRY" IS SUGGESTED FOR A PROJECTED EVENT IF HELD AT US TRADE CENTER IN STOCKHOLM. THIS THEME HAS NOT BEEN MOUNTED PREVIOUSLY BY STC AS SUCH, THOUGH SOME "HEVAC" EQUIPMENT HAS BEEN INCLUDED IN BUILDING MATERIALS SHOWS.

3. PRODUCTS TO BE CONSIDERED FOR EXHIBITION SHOULD INCLUDE AIR-CONDITIONERS, REFRIGERATING EQUIPMENT, HUMIDIFYING EQUIPMENT, AUTOMATIC CONTROLS, HEAT- PUMPS, HEAT RECOVERY EQUIPMENT, SPECIALIZED HEATING BURNERS, SOLAR HEAT CELLS, AND FILTERING MACHINERY.

4. END-USER INDUSTRIES WOULD INCLUDE COMMERCIAL/INDUSTRIAL
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CONSTRUCTION, RESIDENTIAL CONSTRUCTION, PUBLIC AND PRIVATE

POWER COMPANIES, AND SCANDINAVIAN MANUFACTURERS OF CLIMATE CONTROL EQUIPMENT WHO WOULD INCORPORATE ADDITIONAL OR NEW COMPONENTS IN THEIR SYSTEMS.

5. A SELECTIVE CHECKING OF MARKET STATISTICS SHOW IMPORTS OF AIR-CONDITIONERS HAVE INCREASED FROM \$2.9 TO \$4.4 MILLION IN LAST THREE YEARS WITH US SHARE INCREASING FROM 26 TO 33 PERCENT; REFRIGERATING APPARATUS IMPORTS WERE \$7.1 MILLION IN 1975 WITH \$2 MILLION FROM THE US--A \$1/2 MILLION RISE OVER 1974 WAS ENTIRELY IN US SHARE; IMPORTS OF COMPRESSOR UNITS. EVAPORATORS AND CONDENSORS ARE \$10 MILLION WITH US SHARE 25 PERCENT.

6. ONLY ONE HOTEL IN STOCKHOLM HAS AIR-CONDITIONING IN EVERY ROOM; THERE IS STRONG FEELING AMONG INTERVIEWEES THAT CONSUMER/PUBLIC DEMANDS WILL CREATE INCREASING PRESSURE FOR YEAR AROUND CLIMATE CONTROL IN PUBLIC BUILDINGS. ANOTHER FACTOR IS TREND TOWARD LARGE OFFICE AREAS OCCUPIED BY MANY EMPLOYEES IN SEMI-PRIVATE CUBICLES.

7. IN VIEW OF INTERNATIONAL FAIR "VVS" PLANNED FOR THE HEATING, VENTILATING, AIR-CONDITIONING FIELD AT BELLA CENTRUM IN COPENHAGEN IN EARLY 1978, RESEARCH SHOULD CONSIDER FEASIBILITY OF HOLDING US PROMOTION THEME AS STC OFF SITE. THUS IT WOULD BE GOOD IF FULL MARKET RESEARCH COULD BE CONDUCTED IN BOTH SWEDEN AND DENMARK TO DETERMINE PROMOTABILITY OF EVENT.

8. THE UNIQUE TEMPERATURE NATURE OF SCANDINAVIAN CLIMATE PROBABLY ACCOUNTS FOR LOW AWARENESS UP TO NOW OF NEED TO IMPROVE INDOOR CLIMATE. THUS IT IS EXPECTED RESEARCH WILL EMPHASIZE CONCENTRATION ON YEAR-AROUND EQUIPMENT(SUCH AS HEAT PUMPS) WHICH CAN OPERATE EFFICIENTLY WITH LOW ENERGY USE DURING MINIMAL DEMAND PERIODS, AND WHICH WILL ALSO DEAL WITH NEED TO INCREASE HUMIDITY IN WINTER.
SMITH

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